## SUBSTITUTE ABSTRACT

Methods, systems, and arrangements facilitate information interexchange between a telecommunications network and an information service provider (InfSP). For example, a business-to-business (B2B) engine includes one or more logic modules for interfacing with the telecommunications network and with the InfSP. The B2B engine facilitates the reporting of, e.g., realtime information from the telecommunications network to the InfSP. This realtime information may include subscriber unit location and may be acquired and/or reported based on a mapping data structure in, e.g., the B2B engine. The data structure maps a service class to one or more parameters that dictate or provide guidance with respect to which parameters are relevant, as well as their respective values, and a mechanism for achieving the stipulated parameters. The mechanism may include specific network nodes/entities as well as frequency of acquisition to thereby enable location-tailored content data and/or services to be provided to a subscriber.

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